WDAF-TV

ORDER

Flight Dates 10/30/12-11/06/12

Contract / Revision

571581

Original Date / Revision

10/29/12 / 10/29/12

Advertiser Martin/R/AG/MO

Agency **Smart Media Group LLC**

Buying Contact

814 King Street Suite 400 Alexandria, VA 22314 **Product**

ED MARTIN FOR MO

Agency Com 15%

Billing Contact

814 King Street

Suite 400

Alexandria, VA 22314

Sales Office DC-M

Agency Ref

Sales Region NAT

Primary Account Executive

Dan Driscoll

Dan Driscoll

Account Executive

Order%

Start Date

End Date

100%

Order Share 20% Market Value 0

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	0
KCWE	%	0
KMBC	30%	0
KMCI	%	0
KPXE	%	0
KSHB	19%	0
KSMO	%	0

Order Sep 00:15:00 Estimate # C30N06 Alt Order # 09804597 Billing Type Cash Order Type **GENERAL** Billing Cycle EOM/EOC Billing Calendar BROADCAST <u>Demographic</u> A35+ Rev Codes SP-POL CAN GEN Product Codes PL11a **Priority** 3 Advertiser Ref



10/29/12

Page 1 of 5



ORDER

Flight Dates 10/30/12-11/06/12

Product

ED MARTIN FOR MO

Original Date / Revision

10/29/12 10/29/12 Agency Com 15%

Billing Contact

Advertiser Martin/R/AG/MO

814 King Street

Suite 400

Alexandria, VA 22314

Agency Smart Media Group LLC

Buying Contact

Sales Office DC-M

814 King Street Suite 400

Alexandria, VA 22314

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Print Date

Estimate # C30N06

Alt Order # 09804597

Billing Type Cash

Order Type **GENERAL**

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

GEN Rev Codes SP-POL CAN

Product Codes PL1Ia

Priority 3

Advertiser Ref

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date **End Date** Dan Driscoll 100%

Order Share 20% Market Value 96500

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	29915
KCWE	%	0
KMBC	30%	28950
KMCI	%	0
KPXE	%	0
KSHB	19%	18335
KSMO	%	0

Rilling Plan Order Totals

Oldol local	•				.9			
Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	Bross Amount
November 2012	47	\$16,405.00	\$19,300.00	0.00 10/29/12	11/06/12	47	\$16,405.00	\$19,300.00
Totals	47	\$16,405.00	\$19,300.00	0.00				

													Tota	s
L	n	Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	1	4	10/30/12	10/30/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T	:30	1	\$200.003	0.00 NM	1	\$200.00
	٨	NEWS / Sta		End Date	Weekdays	Spots/Week	Rate	Rating						
	We	ek: 10/	29/12	11/04/12	-T	1	\$200.00	0.00						
	2	4	10/31/12	10/31/12	M-F 9-10a M-F 9-10a	CM-Ail	9-10a	W	:30	1	\$200.003	0.00 NM	1	\$200.00
	N	IEWS,	AT 9A											
	We	<u>Sta</u> ek: 10/		End Date 11/04/12	Weekdays w	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
	3	4	11/01/12	11/01/12	M-F 9-10a	CM-All	9-10a	T	:30	1	\$200.003	0.00 NM	1	\$200.00
					M-F 9-10a		•		~					
	N	1EWS	AT 9A											
		Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				I		
	We	ek: 10/	29/12	11/04/12	T	1	\$200.00	0.00						



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Flight Dates 10/30/12-11/06/12

<u>Hiatus Dates</u>

Original Date / Revision 10/29/12/ 10/29/12

<u>Order Sep</u> 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C30N06

4 4 11/02/	12 11/02/12	M-F 9-10a	CM-All	9-10a	F	:30	1	\$200.003	0.00 NM	1	\$200.0
NIE 1410 AT 0.4		M-F 9-10a					-	4 _00.000	0.00	•	φσσσ
NEWS AT 9A Start Date	End Date	Weekdays	Cnoto Allock	Data	Dation				ı		
Week: 10/29/12	11/04/12	F	Spots/Week 1	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
5 4 11/05/	12 11/05/12	M-F 9-10a	CM-AII		M	:30	1	\$200.003	0.00 NM	1	\$200.0
NEW		M-F 9-10a						*		·	ψ
NEWS AT 9A Start Date	End Date	Maakdaya	Cnotoffical	Dete	Datian						
Week: 11/05/12	11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
6 4 11/06/	12 11/06/12	M-F 9-10a	CM-AII	· · · · · · · · · · · · · · · · · · ·	-T	:30	1	\$200.003	0.00 NM	1	\$200.0
		M-F 9-10a						•		·	φσσι
NEWS AT 9A	Fad Data	Mankalasa	O4-8811	D	— ()				ĺ		
Start Date Week: 11/05/12	<u>End Date</u> 11/11/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
·····	***************************************	M-F 12p-1p	CM-All	<u></u>	-T	:30	1	\$200.003	0.00 NM	1	\$200.0
		M-F 12-1p			•	,00	•	Ψ200.000	0.00 /4//	'	φ200.0
NOON NEWS											
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
		M-F 12p-1p	CM-All		W	:30	1	\$200.003	0.00 NM	1	\$200.0
		M-F 12-1p	3 ,	· · · · ·	.,	.00	•	Ψ200.000	0.00 14141		φ200.C
NOON NEWS											
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00				1		
		M-F 12p-1p	CM-All		T	:30	1	\$200.003	0.00 NM	1	\$200.0
		M-F 12-1p	5 7	·•• ·Þ	,	.00		φ200.000	0.00 14141	'	φ <u>ω</u> 00.0
NOON NEWS				<u>.</u> .	<u></u>						
<u>Start Date</u> Week: 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
***************************************		M-F 12p-1p	CM-All		F	:30	1	\$200.003	0.00 NM	1	\$200.0
		M-F 12-1p		,	•	.00	,	Ψ200.000	0.00 14141	,	φ200.0
NOON NEWS											
<u>Start Date</u> Week: 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
		M-F 12p-1p	CM-All		M	:30	1	\$200.003	0.00 NM	1	\$200.0
		M-F 12-1p	5 11.7.	· 'P	24	.00		φ200.00 σ	0.00 14141	1	φ200.0
NOON NEWS											
<u>Start Date</u> Week: 11/05/12	<u>End Date</u> 11/11/12	<u>Weekdays</u> M	Spots/Week 1	Rate	Rating				l l		
*****	2 10/30/12		CM-All	\$200.00	0.00 -T	:30	1	\$250.003	0.00 8/84	4	¢250.0
		M-F 4-5p	OIVI-7\!	op		.50	1	φ ε συ,υυ σ	0.00 NM	1	\$250.0
JUDGE JUDY											
Start Date	End Date	<u>Weekdays</u> -T	Spots/Week	Rate	Rating				Ì		
Week: 10/29/12 3 4 10/31/1	11/04/12 2 10/31/12		1 CM-Ali	\$250.00	0.00 W	:30	4	*250 00 2	0.00 NIM		0050
:0/01/1	+V/V I/ IZ	M-F 4-5p	CIVI-74II	∩ h	W	.su	1	\$250.003	0.00 NM	1	\$250.0
JUDGE JUDY											
Start Date	End Date	Weekdays w	Spots/Week	Rate	Rating	•					
Week: 10/29/12 4 4 11/01/1	11/04/12 2 11/01/12		CM-All	\$250.00	0.00	.20	4	#0F0 00 0	0.00.1111		
¬ ¬ 11/∪ /	∠ ۱۱/۱۱/۱۷ م	W-F 4-0D	CIVI-A!!	4-0D	T	:30	1	\$250.003	0.00 NM	1	\$250.0



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Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C30N06

n Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Tota Spots	Amoun
4 4	11/01/1	2 11/01/12	M-F 4-5p M-F 4-5p	CM-AII	4-5p	T	:30	1	\$250.003	0.00 NM	1	\$250.0
JUDO	SE JUDY									1		
5	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1	10/29/12	11/04/12	T	1	\$250.00	0.00						
5 4	11/02/1	2 11/02/12	M-F 4-5p	CM-All	4-5p	F	:30	1	\$250.003	0.00 NM	1	\$250.0
			M-F 4-5p							1		
	SE JUDY	<u> </u>			_	_/				i		
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating				-		
	10/29/12	11/04/12	F	1		0.00			0000000			
6 4	11/05/1	2 11/05/12	W-F 4-5p M-F 4-5p	CM-All	4-5p	M	:30	1	\$250.003	0.00 NM	1	\$250.0
JUDG	SE JUDY		141-1- 4-5h							ĺ		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	1/05/12	11/11/12	M	1		0.00						
7 4	10/31/1	2 10/31/12	M-F 6-7a	CM-AII	-	W	:30	1	\$400,003	0.00 NM	1	\$400.0
			M-F 6-7a						*	***************************************	·	*
NEW	S											
_	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Neek: 1	0/29/12	11/04/12	W	1		0.00						
8 4	11/02/1	2 11/02/12		CM-All	6-7a	F	:30	1	\$400.003	0.00 NM	1	\$400.0
MENAL	^		M-F 6-7a									
NEW	-	Cod Data	Madala	Constantinut	D-4-	D - 41						
	Start Date 10/29/12	End Date 11/04/12	Weekdays	Spots/Week 1		Rating 0.00						
9 4		2 11/05/12		CM-Ail	 	M	:30	1	\$400.003	0.00 NM	4	£400 /
9 4	11/05/1	2 11/00/12	M-F 6-7a	CIVI-AII	0-1a	(vi — — — —	:30	1	\$400.003	U.UU INIVI	1	\$400.0
NEW	S		0 / 0									
<u>s</u>	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1	1/05/12	11/11/12	M	1	\$400.00	0.00						
0 4	11/06/1	2 11/06/12	M-F 6-7a	CM-AII	6-7a	-T	:30	1	\$400.003	0.00 NM	1	\$400.0
	_		M-F 6-7a							1		
NEW												
-	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating				Į.		
	1/05/12	11/11/12	-T	1	\$400.00	0.00						
1 4	10/30/1	2 10/30/12	M-F 7-9a M-F 7-9a	CM-AII	7-9a	-T	:30	1	\$375.003	0.00 NM	1	\$375.0
NEW	s		W-F /-9a									
		End Date	Weekdays	Spots/Week	Rate	Rating				1		
	0/29/12	11/04/12	-T	1		0.00						
2 4		2 10/31/12	M-F 7-9a	CM-All		W	:30	1	\$375.003	0.00 NM	1	\$375.0
			M-F 7-9a					•	, · • • •	,	•	, J., J.,
NEW:	S									1		
	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	0/29/12	11/04/12	W	1	\$375.00	0.00						
3 4	11/01/1	2 11/01/12	-	CM-All	7-9a	T	:30	1	\$375.00 3	0.00 NM	1	\$375.0
NETTO	^		M-F 7-9a									
NEW:		Cad Date	1011	0	5	D-1'						
	tart Date	End Date	Weekdays T	Spots/Week		Rating						
veek: 1	0/29/12	11/04/12		C		0.00	.00		A075 00 0	0.00.141		A47911 1
4 4	11/02/1	2 11/02/12	M-F 7-9a M-F 7-9a	CM-All	/-9a	F	:30	1	\$375.003	0.00 NM	1	\$375.0



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<u>Original Date / Revision</u> 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C30N06

24 4		1ン ココガリンバン	8/LF /_Qa	CM-AII	700	F	:30	d	かつづに ハハ つ	A AA KIRAS	4	かつづた ひひ
	4 11/02/ ⁻	12 11/02/12	M-F 7-9a	CIVIFAII	1-3a		:30	1	\$375.003	0.00 NM	1	\$375.00
NE\												
18/	Start Date	End Date	Weekdays	Spots/Week		Rating						
	: 10/29/12 4 11/05/1	11/04/12 12 11/05/12	-	1 CM-Ali	\$375.00	0.00 M	:30		\$375,003	0.00 1114	4	4075.00
~~ -	1 117007	12 11/05/12	M-F 7-9a	CIVITALI	7-9a	[4] — — — —	:30	1	\$375,003	0.00 NM	1	\$375.00
NEV	WS									1		
	Start Date	End Date	Weekdays	Spots/Week		Rating				İ		
26 4	: 11/05/12	11/11/12	M	1	\$375.00	0.00			******			
20 2	4 11/00/	12 11/00/12	M-F 7-9a	CM-All	7- 9 a	-T	:30	1	\$375.003	0.00 NM	1	\$375.00
NEV	NS											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	: 11/05/12	11/11/12	-T	1	70.0.00	0.00	·····	·····	····			
27 4	4 11/03/1	2 11/03/12	Sa 7-9a Sa 7-9a	CM-AII	Sa 7-9a	S -	:30	1	\$300.003	0.00 NM	1	\$300.00
NEV	NS		Oa 7-9a									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				j		
	:10/29/12	11/04/12	S-	1	\$300.00	0.00						
28 4	4 11/04/1	2 11/04/12		CM-AII	Su 7-9a	S	:30	1	\$200.003	0.00 NM	1	\$200.00
NEV	NS 7A SUN		Su 7-9a							ĺ		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/29/12	11/04/12	s	1		0.00						
29 4	10/31/1	2 10/31/12	•		9-930p	W	:30	1	\$800.003	0.00 NM	1	\$800.00
FΩX	NEWS AT	a	9-930p		(9:00 PM-9:3	0 PM)				1		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/29/12	11/04/12	W	1		0.00						
30 4	11/02/1	2 11/02/12	•	CM-All	9-930p	F	:30	1	\$800.003	0.00 NM	1	\$800.00
EOV	(NEWS AT	2	9-930p		(9:00 PM-9:3	0 PM)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				l		
	10/29/12	11/04/12	F	1		0.00						
31 4	11/01/1	2 11/01/12	X Factor Thursda			T	:30	1	\$1,400.003	0.00 NM	1	\$1,400.00
V =/	, CTOD DEC	LUTO	FOX X Factor		(7:00 PM-8:0	0 PM)						
	ACTOR RES Start Date		Weekdays	Spots/Week	Data	Datina						
	10/29/12	11/04/12	T	V-11-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-	\$1,400.00	0.00						
32 4		2 11/02/12	M-F 9-10p		9-930p	-TWTF	:30	2	\$800.003	0.00 NM	2	\$1,600.00
			9-930p		(9:00 PM-9:3	0 PM)			, , , , , , , , , , , , , , , , , , ,			4 1,000100
	(NEWS AT 9		114		.	-				1		
	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TwTF	Spots/Week 2	Rate	Rating						
33 4		2 11/05/12	2000		\$800.00 9-930p	0.00 M	:30	1	\$800.003	0.00 NM	-1	\$800.00
			9-930p		(9:00 PM-9:3		.00	,	ψοσο,σο σ	J.OO INIVI	,	ψουυ.υυ
	NEWS AT)				•						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	******					
	11/05/12	11/11/12	M	1	\$800.00	0.00						
34 4		0 44/00/40	M-F 10-11a	014 7	10-11a	-TWTF	:30	4	\$100.003	0.00 NM	4	\$400.00

Print Date: 10/29/12 Page 5 of 5



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Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C30N06

			_				***************************************					
Ln Ch	n Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Tota Spots	ls Amount
		2 11/03/12	M-F 10-11a M-F 10-11a	CM-AII	10-11a	-TWTF	:30	4	\$100.003	0.00 NM	4	\$400.00
	WS AT 9A Start Date : 10/29/12	End Date 11/04/12	Weekdays -TwTF	Spots/Week 4	<u>Rate</u> \$100.00	Rating 0.00						
.,,,,	4 11/05/1 WS AT 9A	2 11/06/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	MT	:30	2	\$100.003	0.00 NM	2	\$200.00
	Start Date :: 11/05/12	End Date 11/11/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$100.00	Rating 0.00						
N 36 A		2 11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-TWTF	:30	1	\$375.003	0.00 NM	1	\$375.00
	Start Date :: 10/29/12	End Date 11/04/12	Weekdays -TWTF	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
	4 11/04/1 WS 7A SUN	2 11/04/12	Su 7-9a Su 7-9a	CM-AII	Su 7-9a	S	:30	1	\$200.003	0.00 NM	1	\$200.00
	Start Date : 10/29/12	End Date 11/04/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00	<u> </u>					
N38 4		2 11/04/12	Su 5-6p	CM-All		5	:30	1	\$125.003	0.00 NM	1	\$125.00
	Start Date :: 10/29/12	End Date 11/04/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						****
N39 4		2 11/04/12	Su 10-1030p		10-1030p	S	:30	1	\$800.003	0.00 NM	1	\$800.00
	Start Date :: 10/29/12	End Date 11/04/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00	···-					
N40 4	4 11/04/1	2 11/04/12	SU 1030-1102p Su 1030-1102p	CM-AII	1030-1102p	S	:30	1	\$400.003	0.00 NM	1	\$400.00
Week	Start Date :: 10/29/12	End Date 11/04/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
			X Factor Wednes FOX X Factor	day CM-All	7-9p	W	:30	2	\$1,800.003	0.00 NM	2	\$3,600.00
	ACTOR RES Start Date 10/29/12	ULTS End Date 11/04/12	Weekdays W	Spots/Week 2	<u>Rate</u> \$1,800.00	Rating 0.00						
										Totals	47 S	19 300 00

Totals 47 \$19,300.00